

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended) A computer-implemented method for use in creating an electronic design of a two-sided product intended for subsequent printing, the method comprising

providing an image of at least a portion of a first side of the product for displaying to the user of a client computer for customization by the user,

providing a tool allowing the user to supply at least text to be printed on the first side,

providing an image of at least a portion of a second side of the product for displaying to the user for customization by the user, the second side of the product having a map area where a map will be printed when the product is printed,

providing a tool allowing the user to identify a location to be included within the map that will be printed in the map area,

making electronic map information available to a server computer system, the map information containing information covering a relatively large geographical area and being adapted to produce relatively high resolution maps,

in response to information received from a the client computer system identifying a location within the relatively large geographical area, obtaining a relatively high resolution user map from the map information, the user map covering a relatively small geographical area that includes at least the identified location,

generating a lower resolution display map version of the user map, the display map being suitable for displaying at the client,

transmitting the display map to the client for displaying to the user,

receiving a description of ~~an electronic~~ the product design from the client, the description identifying at least a portion of the display map, and

associating the identified portion of the display map with the corresponding higher resolution map information such that when the product is printed the map area on the second side of the product design will be printed using the higher resolution ~~version of the display map~~ information.

2. (currently amended) The method of claim 1 further comprising storing the obtained user map ~~is stored~~ at the server.

3. (currently amended) The method of claim 1 further comprising ~~storing the display version at the server~~ providing a user-controllable crop box allowing the user to identify a desired portion of the display map.

4. (cancelled)

5. (original) The method of claim 1 further comprising generating a thumbnail version of the display map and storing the thumbnail version at the server.

6. (original) The method of claim 5 further comprising retrieving the stored thumbnail version in response to a request from the user and transmitting the thumbnail version to the client computer system for viewing by the user.

7. (cancelled)

8. (currently amended) The method of claim 1 wherein the user map is based on ~~location-address~~ information extracted from information previously supplied by the user for another purpose printing on the first side of the product .

9. (original) The method of claim 1 wherein the information received includes a zoom level to be used to obtain the user map.

10. (currently amended) The method of claim 1 wherein ~~the electronic product design has a defined map area and wherein the user map is obtained from the map information at a height and width ratio that corresponds to the height to width ratio of the map area in the electronic product design.~~

11. (currently amended) The method of claim 1 ~~wherein the electronic product design has a defined map area and wherein the display map is generated to have a height and width ratio that corresponds to the height to width ratio of the available map area in the electronic product design.~~

12. (currently amended) A computer-implemented method for use in creating an electronic design of a product intended for subsequent printing on two sides, the method comprising

displaying an image of at least a portion of one side of the product to the user of a client computer, the side of the product having a map area where a map will be printed when the product is printed,

displaying a tool allowing the user to identify a location to be included within the map that will be printed in the map area,

supplying information to a server computer system having access to map information covering a relatively large geographical area and adapted to produce relatively high resolution maps, the supplied information identifying at least a location within the relatively large geographical area,

receiving a display map from the server, the display map covering a relatively small geographical area that includes at least the identified location and being at a relatively low resolution suitable for displaying at the user computer,

~~incorporating~~ displaying at least a portion of the display map ~~into an electronic product design such that the displayed portion of the display map is displayed to the user in the map area,~~ and

transmitting a description of the electronic product design to the server for subsequent printing of the product, the description identifying the incorporated portion of the display map such that the server can associate the received product design with a corresponding higher resolution map at the server.

13. (original) The method of claim 12 further comprising allowing the user to supply different information to the server such that a different display map will be received.

14. (original) The method of claim 13 wherein the different information is a different location.

15. (original) The method of claim 13 wherein the different information is a different zoom level.

16. (currently amended) The method of claim 12 further comprising displaying the display map with a user-controllable crop box such that the user can vary the portion of the display map ~~incorporated into the electronic product design,~~ displayed in the map area.

17. (original) The method of claim 12 further comprising  
requesting a display of one or more thumbnail map images stored on the server,  
selecting one of the displayed thumbnail images, and  
receiving a display map associated with the selected thumbnail images from the server.

18. (currently amended) The method of claim 17 further comprising replacing the at least a portion of the received display map currently ~~in the electronic product design~~ displayed in the map area with at least a portion of the received display map associated with a selected thumbnail image.

19. (currently amended) A computerized system for use in creating an electronic design of a two-sided product intended for subsequent printing, the system comprising

means for providing an image of at least a portion of a first side of the product for displaying to the user of a client computer for customization by the user,

means for providing a tool allowing the user to supply at least text to be printed on the first side,

means for providing an image of at least a portion of a second side of the product for displaying to the user for customization by the user, the second side of the product having a map area where a map will be printed when the product is printed,

means for providing a tool allowing the user to identify a location to be included within the map that will be printed in the map area,

means for making electronic map information available to a server computer system, the map information containing information covering a relatively large geographical area and being adapted to produce relatively high resolution maps,

means, responsive to information received from a ~~the~~ client computer system identifying a location within the relatively large geographical area, for obtaining a relatively high resolution user map from the map information, the user map covering a relatively small geographical area that includes at least the identified location,

means for generating a lower resolution display map version of the user map, the display map being suitable for displaying at the client,

means for transmitting the display map to the client for displaying to the user,

means for receiving a description of an electronic ~~the~~ product design from the client, the description identifying at least a portion of the display map, and

means for associating the identified portion of the display map with the corresponding higher resolution map information such that the product design will be printed using the higher resolution ~~version of the display map~~ information.

20. (currently amended) The system of claim 19 further comprising means for storing the obtained user map ~~is stored~~ at the server.

21. (currently amended) The system of claim 19 further comprising means for ~~storing the display version at the server~~ providing a user-controllable crop box allowing the user to identify a desired portion of the display map.

22. (cancelled)

23. (original) The system of claim 19 further comprising means for generating a thumbnail version of the display map and means for storing the thumbnail version at the server.

24. (original) The system of claim 23 further comprising means for retrieving the stored thumbnail version in response to a request from the user and means for transmitting the thumbnail version to the client computer system for viewing by the user .

25. (cancelled).

26. (currently amended) The system of claim 19 wherein the user map is based on location address information ~~extracted from information previously supplied by the user for another purpose~~ printing on a different side of the product.

27. (original) The system of claim 19 wherein the information received includes a zoom level to be used to obtain the user map.

28. (currently amended) The system of claim 19 wherein the user map is obtained from the map information at a height and width ratio that corresponds to the height to width ratio of the available map area ~~in the electronic product design~~.

29. (currently amended) The system of claim 19 wherein the display map is generated to have a height and width ratio that corresponds to the height to width ratio of the available map area ~~in the electronic product design~~.

30. (currently amended) A computer-implemented system for use in creating an electronic design of a product intended for subsequent printing, the system comprising

means for displaying an image of at least a portion of one side of the product to the user of a client computer, the side of the product having a map area where a map will be printed when the product is printed,

means for displaying a tool allowing the user to identify a location to be included within the map that will be printed in the map area,

means for supplying information to a server computer system having access to map information covering a relatively large geographical area and adapted to produce relatively high resolution maps, the supplied information identifying at least a location within the relatively large geographical area,

means for receiving a display map from the server, the display map covering a relatively small geographical area that includes at least the identified location and being at a relatively low resolution suitable for displaying at the user computer,

means for ~~incorporating~~ displaying at least a portion of the display map ~~into an electronic product design~~ such that the displayed portion of the display map is displayed to the user in the map area, and

means for transmitting a description of the electronic product design to the server for subsequent printing of the product, the description identifying the incorporated portion of the display map such that the server can associate the received product design with a corresponding higher resolution map at the server.

31. (original) The system of claim 30 further comprising allowing the user to supply different information to the server such that a different display map will be received.

32. (original) The system of claim 31 wherein the different information is a different location.

33. (original) The system of claim 31 wherein the different information is a different zoom level.

34. (currently amended) The system of claim 30 further comprising means for displaying the display map with a user-controllable crop box such that the user can vary the portion of the display map ~~incorporated into the electronic product design~~ displayed in the map area.

35. (original) The system of claim 30 further comprising  
means for requesting a display of one or more thumbnail map images stored on the server,  
means for selecting one of the displayed thumbnail images, and  
means for receiving a display map associated with the selected thumbnail images from the server.

36. (currently amended) The system of claim 35 further comprising means for replacing the at least a portion of the received display map currently ~~in the electronic~~



~~product design~~ displayed in the map area with at least a portion of the received display map associated with a selected thumbnail image.